



# Standard Radio

## *Transcription Services, Inc.*

HOLLYWOOD  
CHICAGO  
NEW YORK



1 4 0 N O R T H L A B R E A . H O L L Y W O O D 3 6

October 26, 1950

Miss Selma Joy Pierson  
Radio Station W C S R  
The Smith College Radio Station  
10 $\frac{1}{2}$  Prospect Street  
Northampton, Massachusetts

Dear Miss Pierson:

As a new subscriber to the Standard Radio Program Library Service, we want to acquaint you with several subsidiary services.

1. We have a little booklet which is designed to assist your Program Department in getting acquainted with and getting the most out of the library service. This is in the process of being reprinted and copies will be sent you as soon as available.
2. We also have a Technical Bulletin for your Engineering Department and this, too, is being revised in line with the latest NAB Standards.
3. **Publicity Service:** This includes photos, mats and publicity releases covering the artists in the library. As requirements of stations vary, we ask that you specify on the enclosed card what you can use. Additional publicity releases, photos and mats will come to you automatically thereafter.
4. **Continuity Service:** The Continuity Service is in two parts---STAR SHOWS and Sustaining Scripts. Our STAR SHOWS are on individually and distinctively printed sheets and are designed mainly for commercial sponsorship---although they can be used sustaining. We have brochures on all of these shows which can be used by your salesmen and demonstration discs which serve the double purpose of showing you how to produce these shows from the scripts---as well as demonstrating to your prospects what they will sound like. You may have any number of these necessary. The balance of the continuity is for either sustaining or commercial use but is timed to fill out the period completely. Will you please indicate on the card how many copies of the continuity you need.

If you have any questions about any of this material, please let us know as we want to make the service profitable to you in every way.

Sincerely,

Gerald King

STANDARD RADIO

Transcription Services, Inc.



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140 NORTH LA BREA AVE HOLLYWOOD 32

*[Faint handwritten signature]*



**CONTINUITY****Standard  
Program  
Library**

(STAR SHOWS, written and timed for commercial sales)

TITLE	DESCRIPTION	NO.	MINUTES
Chapel in the Sky	Hymns; layman's religious program	1	30
Hollywood Calling	Pop Concert Music. Recorded interview and featurette from Hollywood by George Fisher.	1	30
Meet The Band	Pop dance orchestras. (Individual talent featured on each show)	6	15
Music In The Modern Mood	Music old and new, in modern pop concert style	1	30
Musical Roundup	Western variety show. (Individual talent featured on each show)	5	15
Personality Time	Shows built around featured vocalists (Individual talent featured on each show)	5 1	15 30
The Sports Parade (By Don Wattrick)	Sports news and bright music with a sport feature story by Wattrick	3	15
Twentieth Century Serenade	Music old and new, in modern pop concert style. No vocals	1	30

## (SUSTAINING PROGRAMS)

Accent On Melody	All BMI music; Light classics to melodic pops; suggested for early evening	3	15
Concert Master	Classical and Semi-classical; chiefly instrumental	3	30
Curtain Call	Light opera, show and film music	2	30
Eventide Echoes	Music in familiar light classical vein with descriptive mood background	5	15
It's Dancetime	Music in dance rhythm	5	15
Matinee Melodies	Pop variety program	3	30
Modern Concert Hall	Pop concert program, instrumental and vocal	2	30
Musical Clock	Music lineups; no words	6	60
South American Way	Latin-American	3	15
This Rhythmic Age	Pop novelty and rhythm groups	3	15
Tin Pan Alley	Featuring songs by Tin Pan Alley's top composers	3	15
Top o' The Morning	Musical clock format	5	15
Trade Winds Tavern	Hawaiian musical setting	3	15
Treasure Chest	Memorable music; light classics and standards	5	15
What America is Playing	Music from latest pop releases	2	15



